

Note for Alleyne-Chin, Trish

**From:** Alleyne-Chin, Trish  
**Date:** Thu, Sep 15, 1994 10:17 AM  
**Subject:** MRCA Panel-List of outstanding reports  
**To:** Sakach, Joe (MS)  
**Cc:** Turner, Jonathan

Hi Joe:

Below is a list of reports that we are expecting:

1. Monthly tracking report thru July (last update: 4 w.e. 6/11/94) → June 4 w.e. 6/11/94  
 - Ann. 5/19/94  
 01/23/94
  2. Ed report - Discount Loyalty (last update 16 w.e. 6/11/94)  
 - Produce similar report for all available rolling 16-week periods  
 thru July data period thru June 9/23/94  
 9/23/94 received
  3. Ed report - Marlboro Loyalty Tracking report (last update 4 w.e. 5/14/94) - High loyalists (SOCR 80+%); medium (SOCR 50-79.9%); low (SOCR 1-49%).  
 - Produce similar report for 4 w.e. July data period  
 - Produce similar report for:  
     12 w.e. July data period  
     12 w.e. 6/11/94 ✓  
     12 w.e. 5/14/94 ✓  
     12 w.e. 4/16/94 ✓  
     12 w.e. 3/19/94 ✓ } 9/23/94
- Marlboro loyalty defined within each 12-week period (similar to current definition of loyalty within each 4-week period)
4. Please confirm that you have sent all the reports requested from the 8/25/94 meeting.

Please provide timing on all of the above.

Thanks, Trish.

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